

Minutes of the Regular Meeting of the
Ferris State University Board of Trustees
Held on Friday, February 19, 2021
Virtual Meeting

1. Call to Order and Roll Call

A Regular Meeting of the Ferris State University Board of Trustees was held virtually on Friday, February 19, 2021. Chair Anna P. Seibold called the meeting to order at 11:00 a.m. In addition to Chair Seibold, the following individuals were present: Trustees George K. Heartwell, Kurt A. Hofman, Ana L. Ramirez-Saenz, Kari L. Sederburg, Ronald E. Snead, Rupesh K. Srivastava, and LaShanda R. Thomas; University President David L. Eisler; Provost and Vice President Bobby Fleischman; University Vice Presidents David Pilgrim, Jim Bachmeier, Shelly L. Percy, and Jeanine Ward-Roof; University Vice President and General Counsel Miles J. Postema; Kendall College of Art and Design President Tara McCrackin; Board Counsel Fredric N. Goldberg; Secretary to the Board of Trustees Karen K. Huisman; and members of the University and area communities.

Chair Seibold recognized and welcomed new Trustees George K. Heartwell and Ronald E. Snead. The Trustees provided brief comments.

2. Hearing of the Public

No one responded to Chair Seibold's invitation to address the Board.

3. Administrative Reports

The following Administrative Reports were presented. Copies of written reports are located in the official file for this meeting:

- a. Student Government – Allyson Faulkner, Student Government President
- b. Academic Senate – Sandy Alspach, President, Academic Senate
- c. Finance – Jim Bachmeier, Vice President for Administration and Finance
- d. Critical Success Factors/Dashboard – President David Eisler
- e. Strategic Plan Update – Bobby Fleischman, Provost and Vice President for Academic Affairs
- f. Diversity Plan Update – David Pilgrim, Vice President for Diversity and Inclusion

4a. Consent Calendar

Chair Seibold exercised her prerogative and removed item 4a.3. from the Consent Calendar and placed it as new Action Item 4i. for discussion. It was then moved by Trustee Sederburg, supported by Trustee Snead, and unanimously carried that the Ferris State University Board of Trustees hereby approves the following Resolution, as **revised** on this date:

“RESOLVED, that the Ferris State University Board of Trustees hereby approves the items contained in the Consent Calendar as presented in the appended documentation:

a. Consent Calendar

- 1. Minutes of December 18, 2020 and January 19, 2021*
- 2. Personnel Items”*

4b. New Degree Program – Bachelor of Science, Artificial Intelligence

It was moved by Trustee Ramirez-Saenz, supported by Trustee Srivastava, and unanimously carried that the Ferris State University Board of Trustees hereby approves the following Resolution, as submitted on this date:

RESOLUTION

“WHEREAS, the College of Business proposes the creation of the Bachelor of Science in Artificial Intelligence (AI) degree program; and,

WHEREAS, the creation of this program seeks to position Ferris State University as an early entry into the AI degree-granting space where job growth has been 74% annually for the past five years; and,

WHEREAS, considerable focus will be on cybersecurity, the Internet of Things (IoT), health care, business, and educational applications; and,

WHEREAS, AI is becoming a necessary complement to cybersecurity as automation is key to addressing the sophistication and volume of cyber-attacks; and,

WHEREAS, beyond preparation for these areas of interest, the application of AI in autonomous vehicles is within scope of graduates of this proposed degree and would make them strong candidates for the MS in Autonomous Vehicles being proposed at Ferris; and,

WHEREAS, the proposed creation of the BS, Artificial Intelligence degree program has been reviewed and recommended for approval by the University Curriculum Committee, the Academic Senate, the Provost/Vice President for Academic Affairs, and the University President; and,

WHEREAS, it is the University’s intent to begin enrolling students requesting entry in the program beginning Fall Semester 2021; and,

WHEREAS, Board of Trustees’ approval is required to establish this new degree program, pursuant to Board-approved Academic Affairs – Programming Responsibilities policy, Section 3-201(1).

NOW THEREFORE BE IT RESOLVED that the Ferris State University Board of Trustees hereby approves the establishment of the Bachelor of Science in Artificial Intelligence Degree Program, as presented on this date, for implementation as of Fall Semester 2021.”

4c.1. Blended Learning Academies Credit Recovery High School – Additional Campus

It was moved by Trustee Ramirez-Saenz, supported by Trustee Snead, and unanimously carried that the Ferris State University Board of Trustees hereby approves the following Resolution, as submitted on this date:

RESOLUTION

“WHEREAS, the Ferris State University Board of Trustees (the “University Board”) granted conditional approval to a Resolution (the “Initial Resolution”) dated December 13, 2013 for Blended Learning Academies Credit Recovery High School (the “Academy”), which conditionally authorized the execution of a contract with the Academy to charter an academy (“Original Charter Contract”) and conditionally authorized the Chairperson of the University Board to execute the Original Charter Contract between the Academy and the University Board; and,

WHEREAS, on December 14, 2018 the University Board reauthorized the Academy for five years through June 30, 2024; and,

WHEREAS the Academy serves grades 9–12 and currently has 132 students; and,

WHEREAS, the Academy is designated as an alternative high school due to its focus on credit recovery for high school dropouts and students short of credits required for graduation; and,

WHEREAS, the Academy has graduated 105 students since opening in 2014 with many of those students currently employed and working on post-secondary degrees; and,

WHEREAS, the Academy has identified a need and desire for an alternative high school in Livonia, Michigan; and,

WHEREAS, on December 8, 2020 the Academy Board of Directors requested the University Board consider and approve a contract amendment to allow the addition of another campus located at 30246 Plymouth Road, Livonia, Michigan to serve 9–12 grades beginning in the 2021-2022 academic year in collaboration with Michigan Works; and,

NOW THEREFORE BE IT RESOLVED, that the University Board hereby approves the establishment of an additional campus for the Academy at 30246 Plymouth Road, Livonia, Michigan conditioned upon the following:

- 1. The Academy must provide satisfactory evidence to the Charter Schools Office Director by August 1, 2021 that the proposed facility located at 30246 Plymouth Road, Livonia,*

Michigan is suitable to house an alternative high school, and that all necessary fire, health and safety certifications for this facility have been issued by the appropriate governmental agencies.

- 2. The Academy must provide satisfactory evidence to the Charter Schools Office Director by August 1, 2021 that a lease or purchase agreement has been negotiated that is acceptable to the Charter Schools Office Director.*
- 3. In the event that the Academy shall occupy the premises located at 30246 Plymouth Road, Livonia, Michigan, and such location is appropriately secured in accordance with items 1 and 2 above, the Academy must provide satisfactory evidence to the Director of FSU Charter Schools that the site complies with the provision of the existing “Terms and Conditions of Contact” that requires compliance with “Environmental Law,” meaning any federal, State or local law, statute, ordinance, or regulation pertaining to health, industrial hygiene, or the environmental conditions of, under, or about the building including without limitation the Comprehensive Environmental Response, Compensation, Liability Act of 1980 (“CERCLA”), as amended, 41 U.S.C. Section 9601, et. seq., and the Resource Conservation and Recovery Act of 1976 (“RCRA”), 42 U.S.C. Section 6901, et. seq.*
- 4. The Academy must provide satisfactory evidence to the Charter Schools Office Director by August 1, 2021, that the Academy has developed appropriate curriculum for all grade levels and that the Academy’s Board of Directors has reviewed and adopted said curriculum for those grades that are housed and taught at the Academy during the 2021-2022 academic year and subsequent years.*
- 5. The Academy may enroll only grades 9–12 at the proposed facility and may not change the grade configuration without the prior written approval of the Charter Schools Office Director.”*

4c.2. Conner Creek Academy East – Elementary School Name Change

It was moved by Trustee Ramirez-Saenz, supported by Trustee Srivastava, and unanimously carried that the Ferris State University Board of Trustees hereby approves the following Resolution, as submitted on this date:

RESOLUTION

“WHEREAS, the Ferris State University Board of Trustees (the “University Board”) granted conditional approval to a Resolution (the “Initial Resolution”) dated May 7, 1999 for Conner Creek Academy East (the “Academy”), which conditionally authorized the execution of a contract with the Academy to charter an academy (“Original Charter Contract”) and conditionally authorized the Chairperson of the University Board to execute the Original Charter Contract between the Academy and the University Board; and,

WHEREAS, on May 7, 2004 the University Board reauthorized the Academy for five years through June 30, 2009; and,

WHEREAS, on July 14, 2006 the University Board granted a two-year contract extension through June 30, 2011; and,

WHEREAS, on March 25, 2011 the University Board granted a two-year contract extension through June 30, 2013; and,

WHEREAS, on February 22, 2013 the University Board granted a two-year contract extension through June 30, 2015; and,

WHEREAS, on February 20, 2015 the University Board reauthorized the Academy for three years through June 30, 2018; and,

WHEREAS, on December 15, 2017 the University Board reauthorized the Academy for three years through June 30, 2021; and,

WHEREAS, on October 2, 2020 the University Board granted a two-year contract extension through June 30, 2023; and,

WHEREAS, the Academy operates two campuses under two different names; Conner Creek Academy East for grades K-6 located at 16911 Eastland Street, Roseville, Michigan and Michigan Collegiate Middle and High School for grades 7-12 located at 31300 Ryan Road, Warren, MI; and,

WHEREAS, for advertising/marketing and clarity purposes the Academy Board of Directors seeks to identify both campuses using the same name which will be Michigan Collegiate Elementary and Michigan Collegiate Middle and High School; and,

*WHEREAS, the Academy Board of Directors requested the University Board consider and approve a contract amendment to allow the name change of Conner Creek Academy East to **Michigan Collegiate Elementary**.*

*NOW THEREFORE BE IT RESOLVED, that the University Board hereby approves the name change of Conner Creek Academy East to **Michigan Collegiate Elementary** to go into effect for the '21-22 school year."*

4d. Sabbatical Leave Requests, Academic Year 2021-2022

It was moved by Trustee Ramirez-Saenz, supported by Trustee Snead, and unanimously carried that the Ferris State University Board of Trustees hereby approves the following Resolution, as submitted on this date:

RESOLUTION

“RESOLVED, that the Board of Trustees hereby approves the Sabbatical Leave Requests for Academic Year 2021-2022 as presented and endorsed by the Board of Trustees’ Academic Affairs/Student Affairs Committee.”

4e. Capital Renewal and Deferred Maintenance Phase III Continuation FY21 and FY22

It was moved by Trustee Thomas, supported by Trustee Sederburg, and unanimously carried that the Ferris State University Board of Trustees hereby approves the following Resolution, as submitted on this date:

RESOLUTION

“WHEREAS, the Board of Trustees acknowledges the University’s facilities and utility infrastructure are aging, and further recognizes the reliability of the facilities and utility infrastructure to be critical to the mission, operation and safety of the University; and,

WHEREAS, the Board of Trustees on multiple occasions dating back to 2005 authorized the securing of professional services to inspect, document and determine the condition of the University’s capital renewal and deferred maintenance needs; and,

WHEREAS, the Board of Trustees previously authorized two separate five-year CRDM plans including Phase I in 2007 for \$16,500,000 and Phase II in 2012 for \$15,000,000; and,

WHEREAS, the Administration is seeking to continue the progress made in managing its capital assets in a proactive manner and is now requesting authorization for the next two years of Phase III CRDM funding for FY21 and FY22 in the combined amount not to exceed \$5,000,000.00; and,

WHEREAS, this request requires Board of Trustee approval, pursuant to the Board-approved Purchasing Policy, Section 4-205, Matters Reserved to the Board, as it relates to capital construction and professional services contracts.

NOW THEREFORE BE IT RESOLVED that the Vice President for Administration and Finance, or his designee, is hereby authorized to implement the Capital Renewal and Deferred Maintenance Phase III for FY21 and FY22 for a total amount not to exceed \$5,000,000.00, and proceed with the retention of necessary construction, professional, and other services, including the negotiation of and entering into contracts for the design, construction and installation of facilities, systems and infrastructure, upon legal review and in accordance with Board-approved policies.

BE IT FURTHER RESOLVED that funding will be provided from the bond funds issue in 2019 for this purpose.”

4f. Center for Virtual Learning Project Authorization

It was moved by Trustee Thomas, supported by Trustee Heartwell, and unanimously carried that the Ferris State University Board of Trustees hereby approves the following Resolution, as submitted on this date:

RESOLUTION

“WHEREAS, the Center for Virtual Learning project has been the institution’s number one capital outlay priority with the State of Michigan for several years; and,

WHEREAS, in December 2018, PA 601 of 2018 was signed into law granting planning authorization for the project; and,

WHEREAS, the Administration has been working with the design team of Stantec and Triangle Associates as the construction manager to complete preconstruction services through design development phase; and,

WHEREASE, on December 29, 2020 the State of Michigan enacted PA 257 of 2020 which granted full construction authorization for the \$29.5 million dollar project; and,

WHEREASE, Board of Trustees approval is required to allow the university to complete the balance of design and construction phases of the project, pursuant to Board-approved Purchasing policy, Section 4-205, Matters Reserved to the Board, as it relates to capital construction services and professional services contracts.

NOW THEREFORE BE IT RESOLVED that the Vice President for Administration and Finance, or his designee, is hereby authorized to negotiate and enter into contracts for design, construction, and all associated purchases for services and goods as required, upon legal review and in accordance with Board-approved policies, at a total cost not to exceed \$29,500,000.00.

BE IT FURTHER RESOLVED that funding for this request will be provided as follows:

*\$22,125,000 (75%) State of Michigan Capital Outlay funding
\$ 7,375,000 (25%) Ferris State University match funding
\$29,500,000*

BE IT FURTHER RESOLVED that University match funding for this project will be provided from University fund raising and other University central funds as necessary.”

4g. Continuation of Financial Aid Leveraging Services

It was moved by Trustee Thomas, supported by Trustee Ramirez-Saenz, and unanimously carried that the Ferris State University Board of Trustees hereby approves the following Resolution, as submitted on this date:

RESOLUTION

“WHEREAS, the Division of Student Affairs currently has a contract with Ruffalo Noel Levitz to provide financial aid leveraging from October 2015; and,

WHEREAS, the University has had an excellent working relationship with the consultant for the past six years, and a number of strategies have been developed to better align financial aid awarding processes and packages; and,

WHEREAS, with the departure of the University’s current Director of Financial Aid, the COVID crisis and current enrollment trends, providing continued consulting will enable a smoother transition for the new Director, as well as provide assistance to review our award processes and packages through the most challenging portion of the projected enrollment trends; and,

WHEREAS, it is the Administration’s desire to continue to work with Ruffalo Noel Levitz for one additional year of Financial Aid leveraging in an amount not to exceed \$71,000.00 for the period ending September 30, 2021; and

WHEREAS, contracting for these services requires full Board approval, in accordance with the Board-approved Purchasing Policy, Section 4-205, Matters Reserved to the Board, as it relates to Professional Services Contracts, and Board-approved Contracting Policy, Section 4-103.

NOW THEREFORE BE IT RESOLVED, that the Board of Trustees hereby authorizes President David L. Eisler, or his designee to enter into an agreement with Ruffalo Noel Levitz for continued Financial Aid Leveraging Services, upon legal review and in accordance with Board-approved policies, in an amount not to exceed \$71,000.00 through September 30, 2021.

BE IT FURTHER RESOLVED that funding for the agreement will be provided from the the President’s Office and the Division of Student Affairs budget accounts.

BE IT FURTHER RESOLVED that upon approval of this item, these services will be placed on the recurring contracts list within the annual budget documents.”

4h. Professional Services Agreement with Peak Positions, Kendall College of Art and Design

It was moved by Trustee Thomas, supported by Trustee Srivastava, and unanimously carried that the Ferris State University Board of Trustees hereby approves the following Resolution, as submitted on this date:

RESOLUTION

“WHEREAS, since 2002, Ferris State University’s University Advancement and Marketing division has contracted with Peak Positions, a Traverse City web search engine marketing firm,

to improve keyword search results on major search engines, which has produced highly successful results; and,

WHEREAS, based on the performance record of Peak Positions with University Advancement & Marketing, Kendall College of Art and Design of Ferris State University (KCAD) would like to enter into a professional services agreement with Peak Positions to develop and coordinate web marketing support that will include site optimization updates, new content files, link popularity, manual site submissions, Google Analytics, keyword position reports and ensuring search engine success as website developments occur; and,

WHEREAS, contracting for these services requires full Board approval, in accordance with Board-approved Purchasing Policy, Section 4-205, Matters Reserved to the Board, as it relates to Professional Services Contracts.

NOW THEREFORE BE IT RESOLVED, that the Board of Trustees hereby authorizes President David L. Eisler, or his designee, to enter into an agreement with Peak Positions for web search engine marketing services, in accordance with Board-approved policies, in an amount not to exceed \$55,200.00 for the two-year period from March 1, 2021 through February 28, 2023.

BE IT FURTHER RESOLVED that funding for this project will be provided from University central funds.”

4i. Appointment and Reappointments of Members to the Boards of Directors of FSU-
Authorized Charter Schools

It was moved by Trustee Heartwell, supported by Trustee Thomas, and unanimously carried that the Ferris State University Board of Trustees hereby approves the following Resolution, as submitted on this date:

RESOLUTION

“WHEREAS, the Ferris State University (the “University”) Board of Trustees (the “University Board”) granted conditional approval to resolutions (the “Approval Resolution”) which conditionally authorized the execution of Contracts with the following public charter school academies (the “academies”): Benton Harbor Charter School Academy, Blended Learning Academies Credit Recovery High School, Bridge Academy, Conner Creek Academy East, Creative Technologies Academy, Hope Academy of West Michigan, Hope of Detroit Academy, Huron Academy, Joy Preparatory Academy, Marshall Academy, Michigan Connections Academy and Northridge Academy; and,

WHEREAS, the appointments for the board members listed below will expire June 30, 2021; and,

WHEREAS, the Ferris State University Charter Schools Office recommends the reappointment of the following candidates for the terms indicated below:

<i>Candidate</i>	<i>Academy</i>	<i>Recommendation</i>	<i>Recommended Term</i>
<i>Glenda Bell</i>	<i>Benton Harbor Charter School Academy</i>	<i>Reappointment</i>	<i>June 30, 2025</i>
<i>Willie Mitchell</i>	<i>Benton Harbor Charter School Academy</i>	<i>Reappointment</i>	<i>June 30, 2025</i>
<i>William Jaconette</i>	<i>Blended Learning Academies Credit Recovery High School</i>	<i>Reappointment</i>	<i>June 30, 2025</i>
<i>Fahmi Husain</i>	<i>Bridge Academy</i>	<i>Reappointment</i>	<i>June 30, 2025</i>
<i>Gary Abernathy</i>	<i>Conner Creek Academy East</i>	<i>Reappointment</i>	<i>June 30, 2025</i>
<i>Anthony Domico</i>	<i>Creative Technologies Academy</i>	<i>Reappointment</i>	<i>June 30, 2025</i>
<i>Bernard Ayoola</i>	<i>Hope Academy of West Michigan</i>	<i>Reappointment</i>	<i>June 30, 2025</i>
<i>Dennis Cuson</i>	<i>Hope Academy of West Michigan</i>	<i>Reappointment</i>	<i>June 30, 2025</i>
<i>Joe Gappy</i>	<i>Hope of Detroit Academy</i>	<i>Reappointment</i>	<i>June 30, 2025</i>
<i>James Krol</i>	<i>Hope of Detroit Academy</i>	<i>Reappointment</i>	<i>June 30, 2025</i>
<i>James Perna</i>	<i>Huron Academy</i>	<i>Reappointment</i>	<i>June 30, 2025</i>
<i>April Green</i>	<i>Joy Preparatory Academy</i>	<i>Reappointment</i>	<i>June 30, 2025</i>
<i>Patti Cornwell</i>	<i>Marshall Academy</i>	<i>Reappointment</i>	<i>June 30, 2025</i>
<i>Frederick Fendt</i>	<i>Michigan Connections Academy</i>	<i>Reappointment</i>	<i>June 30, 2025</i>
<i>Todd Terry</i>	<i>Michigan Connections Academy</i>	<i>Reappointment</i>	<i>June 30, 2025</i>
<i>James Shelley</i>	<i>Northridge Academy</i>	<i>Reappointment</i>	<i>June 30, 2025</i>

WHEREAS, there is a vacant position on Bridge Academy Board of Directors that needs to be filled; and,

WHEREAS, the Ferris State University Charter Schools Office recommends the appointment of the following candidates for the terms indicated below:

<i>Candidate</i>	<i>Academy</i>	<i>Recommendation</i>	<i>Recommended Term</i>
<i>Aladdin Nahsal</i>	<i>Bridge Academy</i>	<i>Appointment</i>	<i>June 30, 2025</i>

NOW THEREFORE BE IT RESOLVED, that the Ferris State University Board of Trustees hereby accepts the recommended slate of candidates for appointment and reappointment to the Boards of Directors of Benton Harbor Charter School Academy, Blended Learning Academies Credit Recovery High School, Bridge Academy, Conner Creek Academy East, Creative Technologies Academy, Hope Academy of West Michigan, Hope of Detroit Academy, Huron

Academy, Joy Preparatory Academy, Marshall Academy, Michigan Connections Academy and Northridge Academy.”

5. President’s Report

President Eisler’s comments included:

- Jim Crow Museum is featured on Neumann/Smith Architecture’s 2021 calendar.
- Review of the HatchEd Innovation Conference and Idea Incubator schedule, focusing on sharing and fostering innovation at the University.
- COVID-19 University update, efforts and partnerships.
- Thank you to the Trustees for their patience and for their engagement.

6. Hearing of the Public

No one responded to Chair Seibold’s second invitation to address the Board.

7. Comments from the Board of Trustees

Trustee Snead provided the following comments:

- Encouraged to see the interdisciplinary support from everyone and seeing faculty working as a team.
- Exciting to be back on the Board and see how involved the Trustees have been.
- Looking forward to working with the new Administration since he was last on the Board.
- Encouraged we are heading in the right direction. While enrollment is a challenge, we are not the only ones fighting it.

8. Reconfirmation of Next Meeting Date

The next regularly scheduled full Board meeting will be held on Friday, May 7, 2021. At this time it is unknown whether it will be in person or virtual, but the location/format will be posted on the Board of Trustees website once the decision has been made.

9. Adjournment

At 12:25 p.m. Chair Seibold declared the meeting adjourned.

Submitted by: Karen K. Huisman, RP
Secretary to the Board of Trustees